

# B2B Public Relations & Marketing Solutions from Marx Communications

## Tangibility: Getting Visibility, Credibility and New Customers in A Web 2.0 World

### VISIBILITY

If Google™ doesn't know your company exists, then your constituency doesn't either. Appearing "above the fold" on the first page of results after a Google, Yahoo, or other keyword-driven search is the best thing that can happen to your company and your executives.

### CREDIBILITY

An important rung on the ladder to your customers trusting you. They need to know how much you know about what you do. Especially if what you know can make them better. Consistently and continually producing and promoting high quality content builds the confidence of prospective customers.

### QUALITY LEADS

Without them, your sales organization spends far more time prospecting than closing. Starting the sales process with leads good enough to go into the forecast reduces costs and stress while increasing the chances of hitting your sales targets.

- Increase your company's visibility in your market segment using public relations in a more robust way as a personal branding and lead generation engine.
- Improve your credibility with prospective customers through strategic use of content in a variety of media that substantiates your expertise and helps build your executives' and company's brand.
- Generate higher-quality sales leads by using public relations as a launching pad to nurture prospective customers through a self-qualification process.
- Ensure the consistency of your messaging.
- Energize your marketing database, the "sixth-man" on your sales team.

If you're an executive in a small- to medium-sized B2B company, you might be experiencing some economy-related challenges, such as:

- The possibility of missing this year's revenue targets.
- An inability to cut through the market clutter to differentiate your company and its executives.
- Friction between your sales and marketing organizations.
- The challenge of doing more with flat or reduced marketing budgets.

Like executives in other companies with the same challenges, you've looked for solutions. And, although you haven't quite found them yet, you're not ready to give up.



Suspend your search for a few minutes because we believe we can help.

We're Marx Communications. We've been serving companies like yours with innovative, results-driven marketing and communications solutions through several economic ups and downs.

We've developed a new service to meet the needs of companies like yours in this dynamic time.

It combines our strengths in public, media and analyst relations with the experience and knowledge of B2B marketing and sales professionals, with expertise in applying Web 2.0 principles, practices and technologies to help you resolve the most challenging of your public relations and marketing problems. We've pulled together a creative and experienced team to service your public relations, marketing communications and sales support needs.

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**tangibility** - (noun) the quality or characteristic of being; perceived to be real or actual rather than not <from the Latin: *tangibilis*, equiv. to L *tang(ere)* to touch + *-ibilis* -able>

## 90 Day Pilot Project



We recommend you start with a three-month long Web 2.0 B2B Public Relations and Marketing Pilot Project composed of three discrete month-long campaigns. You can expect the launch of the first campaign at the end of the first month, with the others to follow 30 and 60 days after. You'll see results almost immediately after launch, as the first leads start arriving in your mailbox. And, you'll see your executives and company become more visible and credible.

You can measure the return of your investment in several ways: the number of hits on your website, and the length of website visits; the number of leads; your position in a Google Search for relative keywords; the number of press release downloads and reads; the amount and quality of media coverage you're getting. We'll collect the information for you, and report it weekly. At the same time your company will begin to establish thought leadership in its area of expertise and your executives will enhance their personal brands.

### Optional PPC

Take advantage of the Pilot Project by considering the potential for a Pay Per Click (PPC) advertising program using the tools provided by the major search engines including Google, Yahoo and Microsoft Live Search. For a small additional fee, we'll handle everything, including keyword analysis and selection, advertising copy composition, ad placement, optimizing pricing and positioning, and weekly results reporting.

### Advertising

## 3 Monthly Campaigns

Each monthly campaign is composed of the following:

- A meeting with your team to establish a campaign theme and to identify the related subject matter experts in your company.
- The composition of a press release with the campaign's news.
- The production of a unique item of information content.
- The development of a video ad that will be published with the press release and to the top 10 video distribution sites.
- The development of up to five pages and associated auto-response emails to help your prospects qualify themselves.
- The distribution of the press release to media that cover your industry to leverage our network of relationships.
- The distribution of the press release to the top 10 book-marketing sites, search engines, and social networking sites.



Call us today to arrange for a free consultation, including an evaluation of your unique situation.

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### CONTINUITY

The best way to get search engines to acknowledge your existence is to produce a steady, continuous stream of content and relevant news.

### QUICK START

We can start as soon as soon as you'd like. We'll recommend a pilot project of three 30-day campaigns. You'll see results on the first day of the second campaign.

### TURNKEY SOLUTION

We produce and deliver everything needed to ensure the success of the project including content development; press release production, publishing, distribution and outreach; video advertising production and distribution; landing pages and auto-responders; and using Web 2.0 tools and technologies for promotion.

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